

ABSTRACT OF THE DISCLOSURE

A system for identifying and locating an identity (ID) and the method thereof are disclosed. An ID processing unit receives an ID code from an ID unit and identify its ID. A delay time is estimated according to the received ID code, so that the location of the ID in
5 a store. This enables a service representative to know which customers are in a nearby area in advance. The service representative can further look up the customer data from a customer database in order to provide better, personalized services for customers.